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Incorporation of CAM Therapies into Practice:



A presentation to 'Little Hoover' Commission

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Northern California

An Integrated Health Care System

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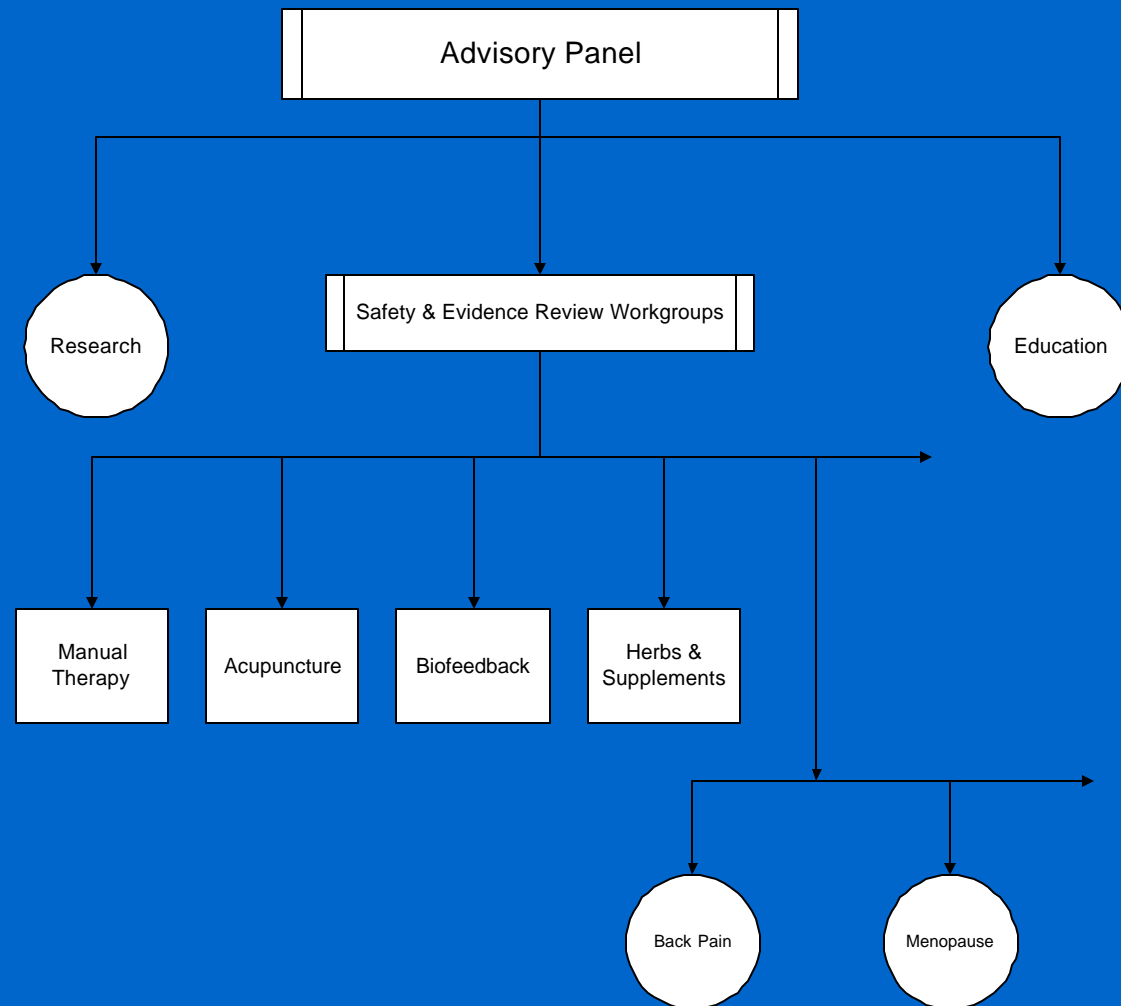
Why Bother?

Northern California Kaiser Permanente Medical Care Program Data:

- CAM Interest & Use Survey: 1996, 1999
 - Gordon NP, Sobel DS, Tarazona EZ,
Use of and interest in Alternative Therapies Among Adult Primary
Care Clinicians and Adult Members in a Large Health
Maintenance Organization
West J. Med. 1998; 169:153-161
- California Market Survey, 1999



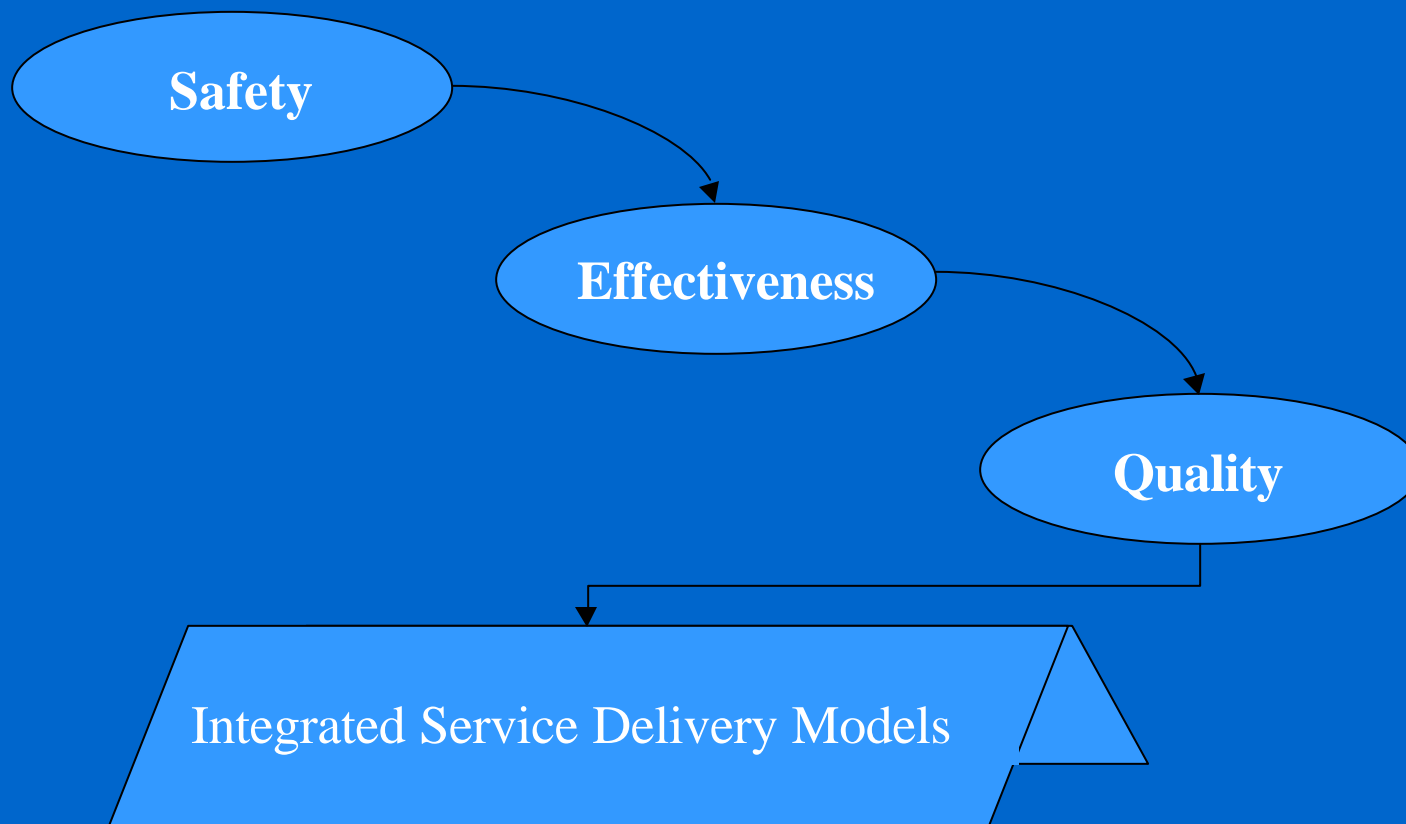
TPMG Approach





TPMG Approach

Evidence Based





Integration Strategy

- Treatment of Disease
 - Diagnosis Required
 - Physician Referral to Ancillary Provider
- Health Promotion
 - No Diagnosis Required
 - Self Referral to Health Education Programs

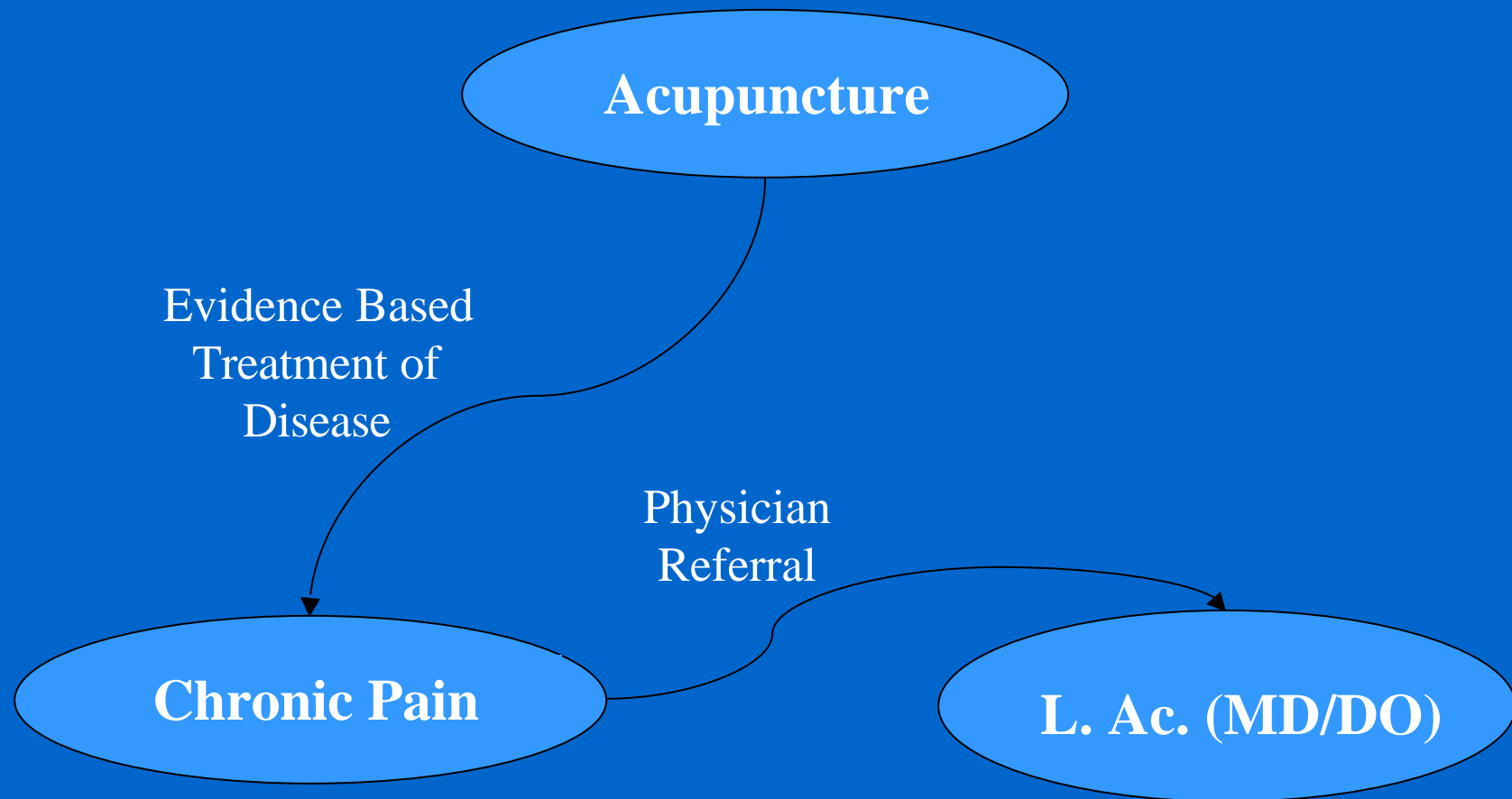


CAM Integration Strategy

- Manual Therapies / Manipulation
 - *Treatment of Disease*
- Acupuncture
 - *Treatment of Disease*
- Herbs / Supplements
 - *Treatment of Disease*
 - *Health Promotion*
- Mind-Body Programs
 - *Health Promotion*



Treatment of Disease





Acupuncture

- Scope of Practice
- Licensure
- Education



Health Promotion

Meditation Class

T'ai Chi

Self-Referral

No Specific Disease
/ Diagnosis

Health Ed. Dept.

Yoga



CAM Integration Strategy

Herbs & Supplements

Evidence Based
Indications

Product Quality
System

OTC Pharmacy Sales

- Physician Referral or Self-Referral
- Health Ed. Info



Information Resources

- Natural Medicine Comprehensive Database™
- “Natural Standard”™
- Cochrane Collaborative
- ConsumerLab.com